



THE COMPLETE GUIDE TO SELLING YOUR HOME



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about ME

A little about me personally is I love the Lord, I'm a wife and mom to two wild boys. I love to cook, read, travel, hike, workout, be outdoors, and spend as much time as possible with my family.

I have always been passionate about real estate! I went to college for it in 2008 and officially got licensed in 2018. Over the years I have had the privilege of helping hundreds of people achieve their dreams through buying, selling, building, and investing in real estate. In late 2022 I got my broker's license and opened my own brokerage. My biggest accomplishment in real estate has been the relationships I've built and the friendships made. I'm committed to making every transaction a smooth and enjoyable experience and pride myself on treating my clients the way I would want to be treated.

Lauren

Pre-Listing CHECKLIST



01 DECLUTTER

Remove excess furniture and anything that doesn't enhance the space. Arrange the furniture in each room so that it best compliments the space so it looks bigger and more appealing to buyers.

02 DEPERSONALIZE

Anything that is personal to you should be packed away, this helps the future buyer envision themselves in the space. Pack away anything that you will not be using for the next 3 months.



03 DEEP CLEAN

Deep clean the entire house, including: baseboards, light fixtures, ceiling fans, light switches, doors, etc. You can hire a professional for this, I do know of an excellent company.

04 DELAYED MAINTENANCE

Take care of anything that you know that is in need of repaired. Change the air filter, clean the gutters, touch up paint, and get the yard in shape.

Documents

CHECKLIST



01 A LIST OF ALL UPDATES

If you have made any repairs, updates, or changes to the home since owning it, make a list of everything completed. You get extra points if you have documentation for those things as well. 😊

02 SURVEY

If you bought your home using a loan you should have a copy of the survey somewhere. Depending on how long since you purchased the home the title company that you closed at should also have a copy.

03 UTILITIES

Buyers love to know what it will cost per month to live in the home they are purchasing. Providing this information to perspective buyers is invaluable.

04 WHAT YOU LOVE

Buyers love to know what you love about your home, Maybe your neighbors, the location, etc. Anything that you can think of will help buyers see what they can look forward to while living there.

Photo Ready

CHECKLIST



CLEAR VEHICLES FROM DRIVEWAY AND IN FRONT OF HOUSE

TIDY YARD OF ALL EQUIPMENT, TOYS, AND DEBRIS

PETS AND PET ACCESSORIES REMOVED

DINING/KITCHEN TABLES SET OR COMPLETELY CLEARED OFF

TURN ALL TV'S AND MONITORS OFF

REMOVE ANYTHING THAT COULD BE VIEWED AS OFFENSIVE OR DISTASTEFUL

TURN ON ALL LIGHTS AND TURN FANS OFF (MAKE SURE ALL BULBS WORK) IF YOU HAVE LAMPS TURN THEM ON

TOILET SEATS DOWN, TIDY TOWELS, AND REMOVE BATH MATS

DECLUTTER ALL SURFACES: KITCHEN AND BATHROOM COUNTERS, NIGHTSTANDS, DESKS, AND DRESSERS

CLEAN WINDOWS AND MIRRORS

HIDE KITCHEN TRASHCAN OR REMOVE IT

CLEAR DRIVEWAY, PATIOS, PORCHES, AND WALKWAYS OF DEBRIS/CLUTTER

TIDY UP LANDSCAPING

REMOVE SEASONAL DECOR

REMOVE POOL TOYS/ACCESSORIES





ANSWERS TO QUESTIONS ABOUT COMMISSION

COMPENSATION EXPLAINED

IS THERE A STANDARD COMMISSION RATE?

No. Each broker determines the services it will provide and the compensation charged for those services.

WHAT CONTROLS THE AMOUNT OF COMMISSION BROKERS CHARGE FOR THEIR SERVICES?

Each brokerage independently determines the services it will provide and the compensation it will charge for those services based on their own business decisions and market forces.

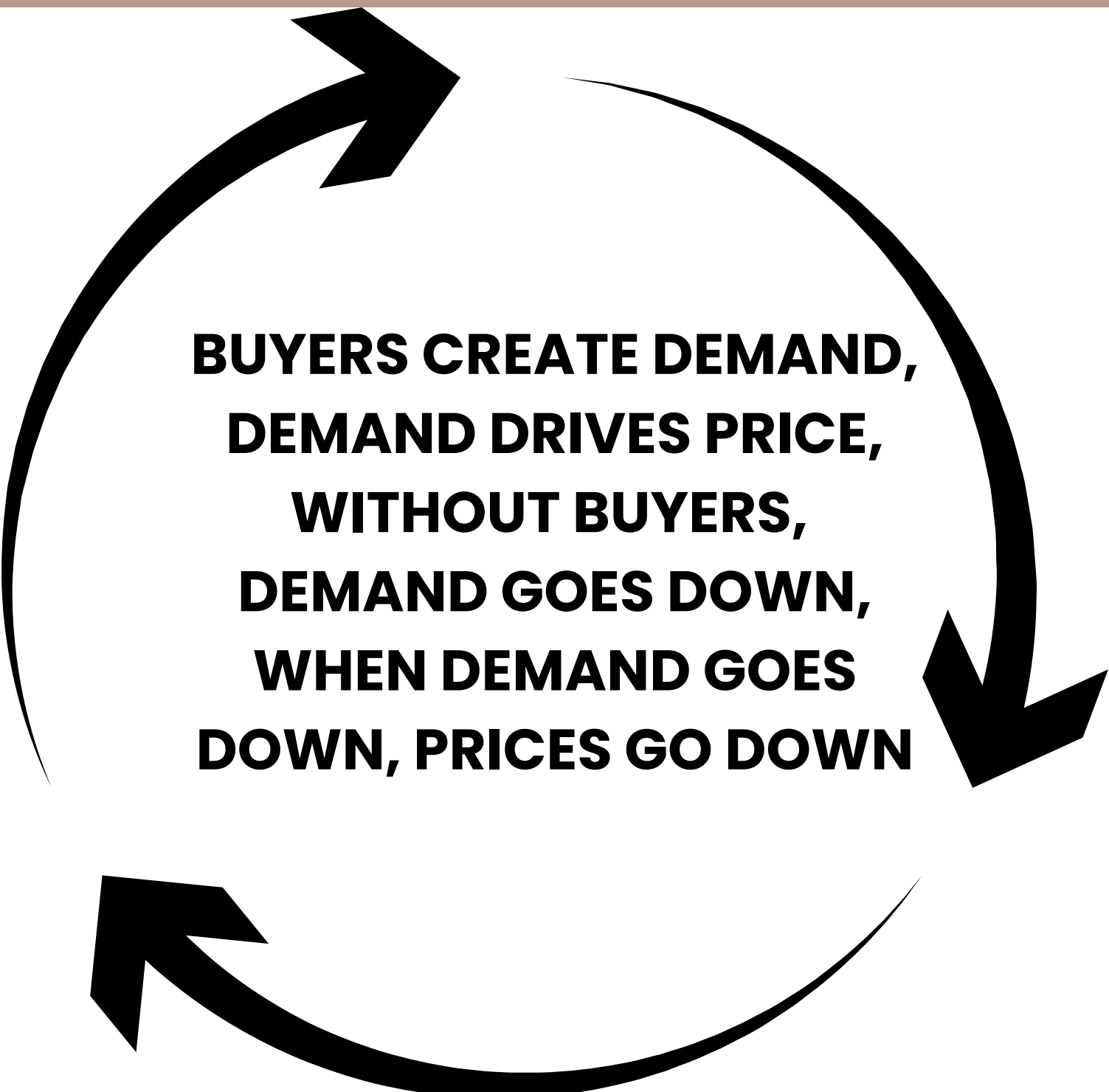
WHAT IS COOPERATIVE COMPENSATION?

Cooperative commission is the portion of a real estate commission that a listing agent offers to a buyer's agent as an incentive for bringing a buyer to complete the sale. It is a common practice in real estate transactions to encourage cooperation between agents.

IS COOPERATIVE COMPENSATION REQUIRED?

No. Listing brokers are not required to share their compensation with the buyer's broker. The seller and listing broker work together to decide if cooperative compensation will be offered.

WHAT DETERMINES PRICE? DEMAND!!!



**BUYERS CREATE DEMAND,
DEMAND DRIVES PRICE,
WITHOUT BUYERS,
DEMAND GOES DOWN,
WHEN DEMAND GOES
DOWN, PRICES GO DOWN**



THE ADVANTAGES OF SELLER PAYING BUYERS AGENTS

COMPENSATION EXPLAINED

Mortgage lenders do not allow buyer's compensation to be added into home loans and MOST buyer's do not have the financial ability to pay the compensation on top of down payment and closing costs. With the listing broker paying the buyers broker through a split or seller paying the buyer's broker directly, more homebuyers can afford homes.

Unrepresented buyers were a nightmare for sellers in the past that's why they changed the rules in the 90's to recommend split commissions because the buyer's agent looks out for the buyers best interest while the listing agent looks out for the seller's best interest. When you have an uneducated buyer purchasing a home you are opening yourself up to trouble in the future should anything go ardy.

Deals with unrepresented buyers are more likely to fall through during option and contingency periods because they don't have an educated professional guiding them through the process. Over 90% of contracts I have had with an unrepresented buyer on the other side did not close.

Sellers offering to pay the buyers agent compensation has proven to be the most efficient way to sell a home that benefits both buyers and sellers.

You have also benefited from this system when you purchased your home because you didn't have to pay your agent. When you sell your current home and buy your next home you will take advantage of it again!



I'M A FULL SERVICE BROKER
I SET MY OWN COMPENSATION RATE

No different than any other service professional I control the amount I charge for my services. When you choose to hire any service provider you are choosing them based on their education, experience, and knowledge in their field. Real Estate is no different, I continue my education to learn more and more each and every year so that I can best protect my clients and operate at the top of my field.

Just like a doctor or attorney you don't want the cheapest handling your surgery or representing you in court, you want the best and that's what I strive to be!

There will be agents that are willing to discount their pay, but if they can't negotiate their own pay, they won't be able to negotiate the best deal possible for you with the buyer or agent purchasing your home either.

I'm a firm believer in you get what you pay for. Hope this was informative and helpful and I cannot wait to work together!

**MY SERVICE CHARGE IS 3% AND I RECOMMEND
OFFERING 3% FOR THE AGENT THAT BRINGS A
BUYER DEPENDING ON THEIR OFFER TERMS**

first WHY PROFESSIONAL PHOTOS MATTER

Professional photos make or break how much money a seller will net on the sell of their home. Why? Let me tell you, when you have low light photos the first impression is that the property has issues or flaws and the sellers or listing agent doesn't want a potential buyer to see. When other agents see this they think that the listing agent didn't see the value in spending money on professional photos because the home may not sell anyway. Low quality photos look bad to buyers! Your listing photos are the first impression a buyer has about your home, you want it to be a good one! If an agent does convince a buyer to take a look at a home with bad photos, they are already going in with preconceived notions that the house will not be the one. Ultimately, bad photos are one of the main reasons a home will sit on the market resulting in the seller eventually selling for a lower price. Example below, this is why who you work with matters!



second

WHY LISTING AT THE RIGHT PRICE MATTERS

WHY LISTING AT THE RIGHT PRICE IS CRUCIAL FOR SELLERS!

Market Perception: Overpricing can keep potential buyers from ever viewing the home. A well-priced home is likely to attract more serious buyers upping your chances to sell at the best price possible.

Faster Sale: Homes priced accurately tend to sell more quickly. Overpriced properties sit on the market and agents and buyers begin to believe that something is wrong with the home.

Maximizing Profits: Pricing a home too high can lead to much lower offers. Setting the right price ensures that the property is seen by all interested and qualified buyers. Depending on market conditions can lead to multiple offer situations.

Appraisal and Financing: If the home is overpriced you are more likely to run into appraisal issues which may lead to the home back on the market. A realistic listing price aligned with market values makes for smoother transactions.

Avoiding Stale Listing Syndrome: Homes that remain on the market for an extended period can develop a stigma, and buyers may assume there's an issue with the property either physically or that it is in fact overpriced. Pricing it right from the start helps avoid the negative perception associated with prolonged listings.

Every home I have listed in 2024 that the seller followed my advice on went under contract in less time than the average days on market for that county.

Third WHY WORKING WITH AN EXPERIENCED AGENT MATTERS

Working with an experienced real estate agent can significantly impact the success of selling your home. Here are key reasons why working with an experienced agent matters.

Market Expertise: Experienced agents have in-depth knowledge of the local real estate market. They can provide insights into current trends, pricing strategies, and the competitive landscape, helping you make informed decisions.

Negotiation Skills: Real estate transactions involve negotiation and an experienced agent brings strong negotiation skills to the table. They can advocate for your interests, secure the best possible deal, and navigate through any potential challenges that arise during the negotiation process.

Marketing Expertise: Marketing a home effectively is crucial for attracting potential buyers. Experienced agents have refined marketing strategies, utilizing social platforms, traditional advertising, and networking to showcase your property to a broader audience.

Contractual Knowledge: Real estate transactions involve complex contracts. An experienced agent is well-versed on the ins and outs of those contracts ensuring that all documents are properly prepared and that you are protected throughout the process.

Problem-Solving Skills: Challenges can arise during the selling process, from home inspections to financing issues. Experienced agents have encountered various scenarios and possess problem-solving skills to address issues promptly and effectively, keeping the transaction on track.

Guidance Throughout the Process: An experienced agent serves as an advocate from the initial listing, to the closing of the sale, and beyond. They can offer advice, answer questions, and provide reassurance making the entire selling process smoother and more manageable.

REAL ESTATE FACT

74% of agents in the USA sold 0 homes in 2024

2% sold between 11 and 20

.14% sold 45 or more

God has continued to bless my business and I am in the 1.86% that sold more than 20 homes and less than 45 in 2024

This is why who you choose to work with matters!

Client TESTIMONIALS

Lauren has been absolutely amazing from start to finish. She sold us our first home back in 2019 and it was a dream come true. The first time we met her was late on a Thursday and she showed up very pregnant and was literally having that baby the next day. Her dedication to her clients is unmatched. She helped us sell our home this last summer and we are now almost set to close on our brand new build, all thanks to her. I can't even count the number of times that I have texted or called her at all hours and she is always there to help. She truly is a remarkable realtor. She also sold two homes for friends of ours and my mother. I will ways refer people to her because she is the literal best. If you want a dedicated, hardworking and honest realtor, she is your girl!

- Jessie P. (Buy/Sell/Custom Build Client)

This is our second time working with Lauren as our realtor! The first time we were first time homebuyers and she made the experience so quick and easy. She didn't stop till she found a house that checked all our boxes. We decided to move closer to family. The first person we thought of to help sell our home was Lauren! Our home was under contract in 2 days! And in less than 3 weeks we closed on our second home! We are so blessed to have found Lauren. She also has a great network of people that help in the process along the way. She is always available during the process and makes SURE you know she is ready so help with questions or needs even after you close.

-Nathaly A. (Buy/Sell/Buy Client)

Lauren was phenomenal! She answered every single question we had without making us feel small. She went above and beyond to keep everyone on the same page all the time. She was professional, punctual, and she always came through with what she said she was going to do. She was such a big help with her lists of recommendations for various things. We ended up using and LOVING pretty much all the ones from her lists. We love her! Seriously, she's the best in the business.

- Lacey T. (Sell/Buy Client)

Client

TESTIMONIALS

Lauren was there for us every step of the way. She was so helpful, she literally answered every single question I had and it didn't matter what time it was, she was there! This was our first time buying a home so it was a little scary at times but Lauren always had a way of explaining things and putting our minds at ease.

There were some damages in the home and she was able to negotiate the repairs to be made and was even able to get the entire roof replaced for us on our home. We couldn't have gotten into our beautiful without her! I will forever recommend Lauren to everyone we know! She is just awesome! We are so grateful!

- Mariza A.

Lauren is by far the most competent, compassionate and hard working realtor that I have ever had the pleasure of working with. I bought my first house (using someone else) and was completely screwed over. Lauren came in and sold that house for me and then helped me buy and sell a couple of homes after that. It didn't matter what time of day or night I text her she was always on top of everything. She took the time to explain things to me that I didn't understand and ALWAYS made sure that was 100% happy with everything that was happening. I could not recommend her enough if you are buying or selling, she will always go above and beyond to ensure you are completely satisfied!

- Cassandra H. (Sell/Buy Client)

Thank you so much for all your help in selling the property . You made everything easy and smooth on my side. She is the go to if you are looking to buy or sell!

- Jeremy M. (Buy/Sell Client)

Lauren has been PHENOMENAL from the beginning! She has helped me overcome one of the darkest chapters in my life(selling my first home) AND helping find my forever home! Will ALWAYS be grateful for her!

- Yessica V.

Client TESTIMONIALS

Words cannot describe how grateful I am for Lauren! I just bought my first home and by myself to add. I had no idea where to start or what to do but I was just so tired of renting. My budget was small and the market wasn't in my favor but Lauren worked her butt off to see my dreams become reality. She walked me through everything and answered all my questions. I recommend her to anyone looking to buy or sell their home. Thank you Lauren for being the best!!!

- Lynna N.

Lauren has gone above and beyond anything I could have ever hoped for in a real estate agent. I've used her for 3 separate houses and if I wasn't in my forever home I'd still choose her every time. I refer her to everyone I possibly can. She's not only thorough, she's kind and caring and NEVER fails to answer my questions. She responds no matter what time of the day or night I reach out and never makes me feel like my inquiry is too small. I cannot say enough good things about her and her service.

-Skye M. (Sell/Buy/Sell Client)

Definitely recommend Lauren! She helped us navigate through the entire process and made sure that we had all the information needed. Definitely couldn't have done any of this without her. She definitely went to bat for us multiple times and made sure everything was perfect!

- Christa F.

Lauren is the best!! She takes care of all your needs and wants when it comes to buying or selling! Best experience I've had and will definitely refer her to family and friends.

- Chris G.

Client TESTIMONIALS

Let me tell y'all how my agent/friend/mentor Lauren Cook, Realtor saved us from having \$8,300 STOLEN from us by a big insurance company!! 🏠📝🔑💰 We were so happy to finally have a contract on our house! We were so pumped that our DREAM HOUSE was still on the market and immediately sent in an offer! Accepted ✅ Through all of our transactions I shared everything with Lauren!! She is my go to and I have always trusted her with my life!! Agents are so important and she proved herself 10 fold! I included her in the email with our payoff docs. She said "something is not right!" My heart sank. 😬 long story short.... Goosehead insurance had been writing policies on our house for 2 years without our knowledge, consent, or approval!!!! Nationwide had been billing our escrow account for two whole years!!! We haven't had Nationwide since 2022! How did we not notice? Our mortgage provider Essex did a large software change over last year and a bunch of information was "lost" according to them. So our escrow analysis looked different. It had our taxes, insurance, and PMI lumped into one line. This did not stand out to me because our taxes increased and I didn't think I needed to fight it any further. Get this, the DAY I called to asked why my escrow account was in the negative was the day Essex issued a \$5000 payment to Nationwide for flood insurance!! I was SICK. We have travelers! How was this possible?! My mortgage provider said that if an agency sends a request for payment they just pay it. Because they cant send those without approval from us! Now, almost a month later the fraud investigation is still underway with Nationwide and Goosehead. Thankfully they refunded our money!! Moral of this story, had Lauren not pointed out to me that the escrow analysis was off on my home compared to all of our other numbers we would have lost the \$8,300 that was taken from us and not been able to close on our dream house. Choose your agent carefully!! Not many other agents would have taken the time to sit down with a calculator and make sure our documents matched up!! No one else noticed it!! To everyone else it just looked like we underpaid!! Lauren Cook really saved us in more ways than she will ever know!! ☒

-Jordan C. (Buy/Sell/Buy Client)

Client

TESTIMONIALS

You're not just getting a realtor with Lauren, you're getting someone who truly is concerned about your happiness. She knows so much about the area the taxes the HOA's. She was so patient with our indecisiveness. She never pressured us to buy anything, and from that we were able to find our dream house. Thanks Lauren.

-Charles M.

Lauren is the best! She is very knowledgeable about the whole process in selling and buying. She has helped my family buy and/or sell and helped with making sure we found our forever home! 10/10 would recommend.

-Meghan J. (Buy/Sell/Buy Client)

I can't say enough good things about Lauren! She was amazing through our whole buying process & any question I had she would never hesitate to answer (even though I thought they were dumb questions!) I will deff recommend her to any & everyone! She is the BEST! ❤️

-Crystal R.

I would recommend her she was so good with her found us a place right away!

-Shirley B.

I can't wait to
SELL YOUR HOME



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COMPANY
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